

Kids in
Museums



WHERE'S WALLY?

SPOOKY MUSEUM SEARCH!

Walker Books and Kids in Museums have joined together again to celebrate the release of the new Where's Wally? book, *Spooky Spotlight Search*, with a search and find event for all to enjoy, perfect for Halloween!

It's guaranteed to encourage families to visit their local museum, and to provide you with a fun, easy and safe activity to run over the half-term holiday. Plus, we have additional online activities for 2020 for those families choosing not to visit in person.

How does the Where's Wally? Spooky Museum Search work?

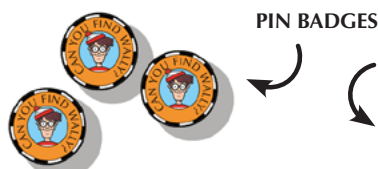
Each participating museum will create and promote their own Where's Wally? search-and-find trail as part of this nationwide campaign. The promotion runs from **9 October until 1 November**. **Sign up to get your museum involved by registering on the [Kids in Museums website](https://www.kidsinmuseums.org.uk).** Please note that places are limited.

What resources are available?

Walker Books will send you a **FREE kit** containing everything you need to launch a **Where's Wally? Spooky Museum Search!** in your museum, whilst observing social distancing. Kids in Museums will be on hand to answer any questions you might have about the promotion.

Your kit will include:

- Mini Wally standees (plus a pack of spares!)
- **NEW!** A sheet of letters to put with the mini standees to spell out a spooky phrase!
- Pads of Where's Wally? activity sheets to include the search-and-find, activities from the book and a prize draw
- Event posters
- **NEW!** Bookmarks to give to every child participating
- **NEW!** Pin badges for museum staff to wear
- **NEW!** A downloadable spooky Where's Wally? activity pack
- Press release template
- Social media assets including a 'look inside the book' video



PIN BADGES

BOOKMARKS



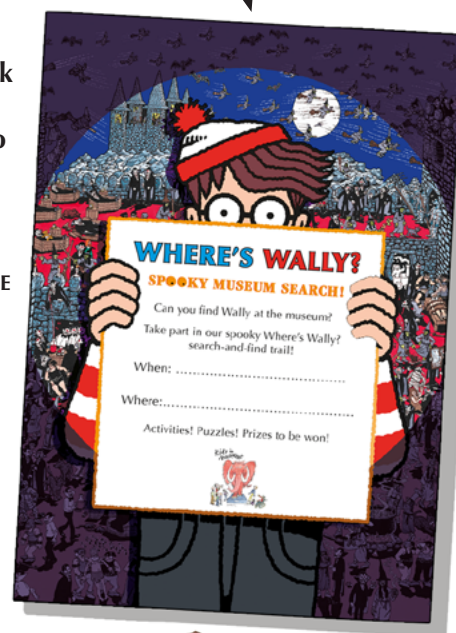
MINI
STANDEE



ACTIVITY SHEET



EVENT POSTER



Kids in Museums



WHERE'S WALLY?

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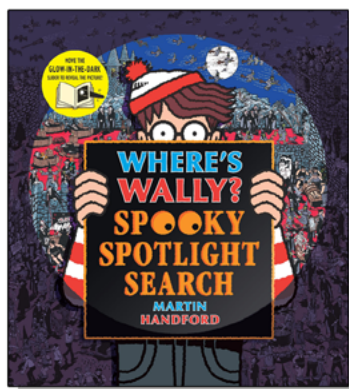
Next steps!

- Sign up to the promotion by registering on the [Kids in Museums website](https://www.kidsinmuseums.org.uk/).
- You will receive your Where's Wally? Spooky Museum Search kit and social media graphics by **25 September**
- At the start of the promotion, choose the 10 locations to hide the mini Wally standees in (where they can't be touched)
- Decide how you will safely give families a Where's Wally? Spooky Museum Search activity sheet so that they can:
 - Search your museum to find the 10 mini Wally standees and spell out the spooky phrase
 - Receive an 'I Found Wally' bookmark at the end
 - Have the chance to enter the Where's Wally? and Kids in Museums grand prize draw competition

About the book

Use the paper spotlight searcher as a magic torch to illuminate the six scenes in this spooky search-and-find adventure. Includes a glow-in-the-dark search wand! No batteries necessary.

ISBN: 9781406384475 • £14.99 • Publishes: September 2020



How to order copies

You can order copies of *Where's Wally? Spooky Spotlight Search* for your physical or online shop from a Walker Books area sales manager:

London: Bridie Sheppard • 07740 403429 • bridie.sheppard@walker.co.uk

South: Ellie Jones • Mobile: 07831 1806686 • ellie.jones@walker.co.uk

Central: Ian Tripp • Mobile: 07970 450162 • ian.tripp@walker.co.uk

North & Scotland: Jan Grzywinski • Mobile: 07831 580706 • jan.grzywinski@walker.co.uk

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#wallyspookymuseumsearch

@kidsinmuseums